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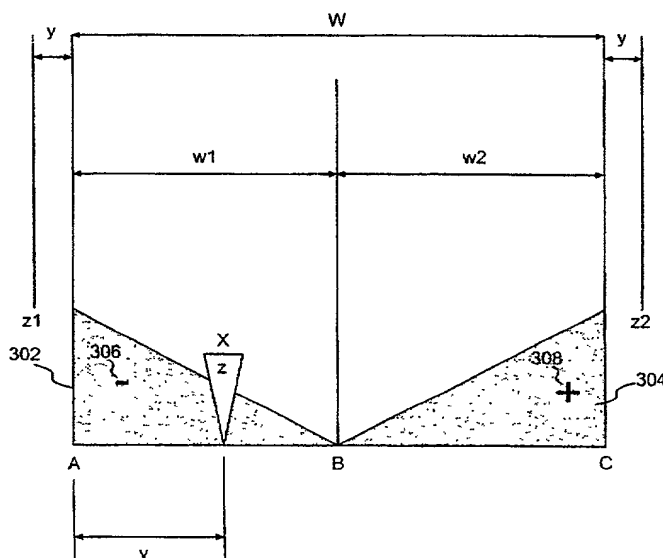
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(54) Title: **APPARATUS AND METHODS OF VISUALIZING NUMERICAL BENCHMARKS**



(57) Abstract: Methods and apparatus for visualizing numerical benchmarks are disclosed, wherein a display containing information relating to the general performance of a business in relation to its industry is created. The display incorporates the lower quartile value, the median value, and the upper quartile value of an industry. The display further incorporates the business ratio value. The display further includes indications of whether the business ratio value demonstrates good performance or poor performance of the business in relation to its industry. Thus, a user viewing the display can determine what a particular business' general performance is in relation to the lower quartile value, median value, and upper quartile value of its industry.

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